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Application Number	10/784,663
Filing Date	February 23, 2004
First Named Inventor	Vilcauskas, et al.
Art Unit	2167
Examiner Name	Wassum, Luke S.
Attorney Docket Number	8096.0010

U.S. PATENT DOCUMENTS

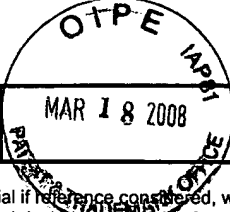
Examiner Initials *	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		US- 4,873,662	10/10/1989	Sargent	
		US- 5,854,897	12/29/1998	Radziewicz, et al.	
		US- 6,663,850	12/16/2003	Sonis	
		US- 6,785,659	08-31-2004	Landsman, et al.	
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FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD- YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		WO 2004/107224	12-09-2004	Netbreak		
		WO 98/58334	12-23-1998	Douclick, Inc.		

NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		MAHHAIL MATSKIN, "Collaborative Advertising over Internet with Agents," Proceedings of the 12 th International Workshop on Database and Expert Systems, September 3-7, 2001, pp. 509-513.	
		U.S. Patent Application No. 09/866,425 Supplemental Information Disclosure Statement disclosing JP11360037 dated 2-26-1997 and KR 2000054099 dated 9-5-2000, 4 pages.	
		"Interstitial - definition, information, sites, articles," http://www.marketingterms.com/dictionary/interstitial/ , date unknown, 2 pages.	
		Patent Application Publication US 2003/0004804 A1, January 2, 2003, Sheet 1 of 26.	
		Source Code, www.pcmrdoe.com , as of October 13, 1999, 14 pages.	
		POST-SESSION INTERNET ADVERTISING SYSTEM, Andrew Vilcauskas, et al. inventors, USPTO Image File Wrapper for Application No. 09/866,425 filed May 24, 2001.	
		POST-SESSION INTERNET ADVERTISING SYSTEM, Andrew Vilcauskas, et al. inventors, USPTO Image File Wrapper for Application No. 10/784,358 filed February 23, 2004.	

Examiner Signature	 MAR 18 2008	Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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